

Alexandria Commission for the Arts

Regular Monthly Meeting

Meeting Information

Objective:	To address Arts Commission business.		
Date:	09-19-17	Time:	Begin: 7:09 p.m. End: 10:00 p.m.
Location:	Activity Room, Lee Center 1108 Jefferson St Alexandria, VA	Meeting Type:	Regular Monthly Meeting
Called by:	Matthew Stensrud	Note Taker:	Cheryl Anne Colton, Regional Program Director, Office of the Arts
Facilitator:	Matthew Stensrud	Timekeeper:	Matthew Stensrud
Secretary/Minutes	Karen Thomas		
Attendees:	Catherine Ahern Barrett, Susan Cohen, Gayle Converse, , Kate Elkins, Tamsin Green, Allison Heck, Sara Lavan, Allison Nance, Matthew Stensrud, and Karen Thomas		
Absent:	Lisa Baranello, Beth Coast, , Michael Detomo, Shirley Downs Susan (Amber) Gordon, and Paige Vondenkamp		
Vacancy(s):	None		
Observers:	Charlene Smith, Brave Spirit Theatre		
City Staff:	Diane Ruggiero, Deputy Director, Cultural Arts, RPCA/Office of the Arts Cheryl Anne Colton, Regional Program Director, RPCA/Office of the Arts Matthew Harwood, Public Art Manager, RPCA/Office of the Arts Brett Johnson, Regional Program Director, Torpedo Factory Arts Center, RPCA/Office of the Arts Jimena Larson, Public Art Coordinator, RPCA/Office of the Arts		

Agenda items

Presenter

1.	Call to Order:	Matthew Stensrud
2.	Presentation – Brave Spirits Theatre	Charlene Smith, Artistic Director
3.	Public Comments:	Matthew Stensrud
4.	Chair’s Report	Matthew Stensrud
5.	Approval of Minutes a. July 25, 2017 Regular Meeting	Matthew Stensrud and Karen Thomas
6.	Committee, Taskforce and Liaison Report a. Advocacy and Outreach b. Arts Education c. Grants Committee i. Public Hearing Recap ii. Motion on the Arts Grant Program Memo d. Alexandria Arts Alliance e. Waterfront Commission f. Duke Street Tunnel Task Force	Gayle Converse Beth Coast Allison Nance Karen Thomas Susie Cohen Tasmsin Green
7.	Office of the Arts Update	Diane Ruggiero
8.	Recess – to review Annual Work Plan Memo and additional materials, if needed.	
9.	Annual Report a. Presentation and Discussion b. Motion on the Annual Report	Allison Nance, Gayle Converse and Matthew Stensrud

10.	Annual Work Plan a. Presentation and Discussion b. Motion on the Annual Work Plan	Matthew Stensrud
11.	FY2018 Commission Calendar a. Review of Dates b. Motion on Commission Calendar	Matthew Stensrud, Allison Nance, Catherine Barrett, and Karen Thomas
12.	New Business a. Motion on August Meeting	
13.	Good of the order and Announcements	
14.	Adjournment:	

Discussion Summary

1.	<i>Call to Order:</i> Mr. Stensrud welcomed everyone and began the meeting at 7:09 p.m.
2.	<i>Presentation – Brave Spirit Theatre, Ms. Charlene Smith, Artistic Director</i> <ul style="list-style-type: none"> • Charlene Smith, Artistic Director the Brave Spirit Theatre presented a brief overview for Brave Spirit Theatre. <ul style="list-style-type: none"> ○ Founded 2011 ○ Performances held at Convergence.
3.	<i>Public Comments:</i> No public members were present. Mr. Stensrud invited Office of the Arts staff to introduce themselves and share information about upcoming projects.
4.	<i>Chair's Report:</i> Mr. Stensrud distributed his September Chair's Report (ATTACHMENT #1). He touched upon a few highlights from the report: <ul style="list-style-type: none"> • Retreat overview and outcomes • Goals of the Arts Commission • Outreach to Boards and Commissions • Annual Report wrap-up • Social media tips
5.	<i>Approval Minutes</i> a. July 25, 2017 Regular Meeting, Approved by Consent.
6.	<i>Committee, Task Force & Liaison Report</i> a. <i>Advocacy and Outreach:</i> Ms. Gayle Converse reported <ul style="list-style-type: none"> • The Arts Commission wishes to participate in the October 7 Art on the Avenue. • Options for participation were: <ul style="list-style-type: none"> ○ Work with the Mobile Art Lab ○ Distribute Torpedo Factory Engagement surveys ○ Have video reel play b. <i>Arts Education:</i> No reported. c. <i>Grants Committee:</i> Ms. Allison Nance made a presentation for the following: <ul style="list-style-type: none"> i. <i>Public Hearing Recap:</i> Ms. Nance shared insights received from the public hearing. She also distributed the Arts Grant program memorandum (ATTACHMENT #2). The Arts Commission members discussion the items noted in the memorandum. It was suggested that there be an addition, granting of space in lieu of a cash grant. ii. <i>Motion on Arts Grant Program Memo.</i> Ms. Nance moved and Ms. Catherine Barrett seconded approval of the Arts Grant Program memorandum as amended. (MOTION #1). Unanimously approved.

	<p><i>d. Alexandria Arts Alliance:</i> Ms. Karen Thomas reported that Ms. Kelley Organek, Upcycle Creative Reuse Center was appointed to the Board. She mentioned that in the near future, the Alexandria Arts Alliance's executive committee will be meeting with the Arts Commission's executive committee.</p> <p><i>e. Waterfront Commission:</i> Ms. Susie Cohen report that the City of Alexandria now has a Tall Ship replica. It will take 1 ½ - 2 years to renovate it. She also reported that the ODBC will be torn down shortly, as they are ahead of schedule with the building of their new facility. This will make way for the interim Fitzgerald Square.</p> <p><i>f. Duke Street Tunnel Task Force:</i> Ms. Tamsin Green distributed the staff memorandum for the Duke Street Tunnel Task Force (ATTACHMENT #3). The implementation of this project will occur 60 days from the approval of the project. An overview of the project was presented.</p> <p><i>i. Motion on Project.</i> After some discussion, Ms. Green made a motion, it was seconded by Ms. Gayle Converse to approve the project (MOTION #2). Approved unanimously.</p>
7.	<i>Office of the Arts Update:</i> Ms. Diane Ruggiero distributed the September Division Report (ATTACHMENT #4). She then provided an overview of all of the Division projects.
8.	<i>Recess occurred 9:07 p.m.-9:15 p.m.</i>
9.	<p><i>Annual Report:</i> Ms. Allison Nance, Ms. Gayle Converse and Ms. Matthew Stensrud</p> <p><i>a. Presentation and Discussion.</i> Mr. Stensrud and Ms. Nance presented the draft of the Fiscal Year 2017 Annual report. There was discussion of the content and then suggested edits were provided.</p> <p><i>b. Motion on Annual Report.</i> Ms. Nance moved approval of the Fiscal Year 2017 annual report as amended; it was seconded by Ms. Susie Cohen (MOTION #3). It was approved unanimously.</p>
10.	<p><i>Annual Work Plan.</i> Ms. Ruggiero provided a brief update for the City's CIP process.</p> <p><i>a. Presentation and Discussion.</i> No report presented.</p> <p><i>b. Motion on Annual Work Plan.</i> None needed.</p>
11.	<p><i>FY2018 Commission Calendar.</i> Mr. Stensrud presented the Fiscal Year 2018 Calendar.</p> <p><i>a. Review of Dates.</i> After some discussion of regular monthly meeting dates, and how the holidays fall, it was suggested to move dates for some meetings.</p> <p><i>b. Motion on Commission Calendar.</i> Ms. Nance moved and it was seconded by Ms. Elkins to keep the regular meeting date to the 3rd Tuesday, with the exception of November, which will be moved to Thursday, November 16 (MOTION#4). Approved unanimously.</p>
12.	<i>New Business:</i> Mr. Stensrud mentioned that the Arts Commission needed to have another representative to the AlexRenew Residency Task Force. He recommended Ms. Karen Thomas. Ms. Allison Heck made a motion to appoint Ms. Karen Thomas to the Taskforce, it was seconded by Ms. Cohen (MOTION #5). Approved unanimously.
13.	<p><i>Good of the order and Announcements:</i></p> <ul style="list-style-type: none"> • None.
14.	<i>Adjournment:</i> Mr. Stensrud mentioned that all items were addressed from the meeting's agenda, so the meeting adjourned at 10 :00 p.m.

New Action Items		Responsible	Due Date
1.	No new actions.		

Other Notes & Information

ATTACHMENTS:

1. Chair's Report September, 2017
2. Grants Committee Memorandum – Arts Grant Program
3. Staff Memorandum - Duke Street Tunnel Task Force
4. Office of the Arts Division Report - September

“PARKING LOT” – Future Discussion/Agenda Items:

03-21-17

- Setting goals for Arts Commission to align with the Arts and Culture Plan.
- Setting a date for the Arts Commission's Retreat.

02-21-17

- Create a glossary in the Arts and Culture Plan, or in another document that would reference all the other City Plans where Art, Culture and Public Art are referenced.

09-20-16

- Auditorium/Performance Space: First step is to find document created in past on this area and explore history of Commission involvement to ensure we are not retracing steps.
- Fee-Free Parades: Ms. Ruggiero is working with groups like the Scottish Walk so they are fee-free in the future for City Commissions.
- New parking lot issues will be reviewed at the end of each meeting to determine the next steps.
- Art and Health Collaboration (i.e. color run partnership with Pacers), Ms. Allison Nance and Ms. Gayle Converse.
- Attendance at the Multi-cultural Festival sponsored by RPCA, Ms. Amber Gordon.
- Public input and requests for public art, Ms. Amber Gordon.
- Could the ACA approach WMATA/Metro to encourage the Transit system to purchase art from local artists? Ms. Shirley Downs.
- An Accessibility Workshop should be scheduled for the Arts Grant Program's grantees (possible with Imagination Stage), Ms. Allison Nance.

08-16-16

- Making a crosswalk Arts Task Force. 08-16-16, Ms. Shirley Downs
- Create a call for “Sidewalk Chalk” Project – Local Artists – one day, might generate a “Good News” story, Mr. Michael Detomo.

7-19-16

- ACA “Budget” do we have \$ for event participation, Ms. Gayle Converse.
- Field Trips, Ms. Gayle Converse.

7-12-16

- Lee Center Kaufman Auditorium/Center, 7-12-16, ACA Special Meeting, Mr. Michael Detomo.

	Cheryl Anne Colton	Draft Notes Sent to Secretary	09-28-17
Reviewed by:	Karen Thomas	Draft Minutes Sent to Commissioners	09-28-17
Approved by:	Alexandria Commission for the Arts	Date:	10-17-17

Alexandria Commission for the Arts

Motion Tracker

	Motion	Made By	2nd	Vote
1.	<p>Agenda Item: #6, Committee, Task Force and Liaison Report, Item c. Grants, item ii. Motion on Arts Grant program Memorandum.</p> <p>Motion. Motion to Approve Grants Memorandum as amended.</p> <p>Discussion: As noted in the minutes.</p>	Allison Nance	Catherine Barrett	<p>Yes – Unanimously Approved</p> <p>No –</p> <p>Abstain – (10 people voting)</p>
2.	<p>Agenda Item #6, Committee Task Force and Liaison Report, Item f. i. Duke Street Tunnel Task Force, Motion on project.</p> <p>Motion. Motion to approve ZeroZero Collective’s proposed art concept for the Duke Street Tunnel as brought forward in the staff Duke Street Tunnel Concept Proposal Memorandum.</p> <p>Discussion: As noted in the minutes</p>	Tamsin Green	Gayle Converse	<p>Yes – Unanimously Approved</p> <p>No –</p> <p>Abstain – (10 people voting)</p>
3.	<p>Agenda Item #9, b. Motion on the Annual Report</p> <p>Motion. To approve the annual report as amended and with further edits for accuracy.</p> <p>Discussion. As noted in minutes.</p>	Allison Nance	Susie Cohen	<p>Yes – Unanimously Approved</p> <p>No –</p> <p>Abstain – (10 people voting)</p>

Alexandria Commission for the Arts

	Motion	Made By	2nd	Vote
4.	<p>Agenda Item #11, FY 2018 Commission Calendar, item b. Motion on Commission Calendar</p> <p>Motion. To approve the meeting calendar for the 3rd Tuesday of the month with the exception for November 2017 which will be moved to Thursday, November 16.</p> <p>Discussion. As noted in minutes.</p>	Allison Nance	Kate Elkins	<p>Yes – Unanimously Approved</p> <p>No –</p> <p>Abstain – (10 people voting)</p>
5.	<p>Agenda Item #12, New Business</p> <p>Motion. To appoint Karen Thomas to the AlexRenew Task Force</p> <p>Discussion. As noted in minutes.</p>	Allison Heck	Susie Cohen	<p>Yes – Unanimously Approved</p> <p>No –</p> <p>Abstain – (10 people voting)</p>

Alexandria Commission for the Arts

i. **Action Items**

	Action Item	Responsible	Due Date	Status
1.	Dates, agendas and locations for Arts Commission monthly and Committee meetings.	Chair of Arts Commission and Chairs of Committees	Required 3 business days prior to meetings	Ongoing
2.	Continue conversations with the Arts Alliance, the Arts Commission and the Office of the Arts as the Fiscal Year 2019 budget is prepared.	Matthew Stensrud and Arts Commission	Ongoing	Ongoing

**Alexandria Commission for the Arts
September 19th, 2017 Regular Meeting
Chair Report
Submitted by Matthew Stensrud**

Summer Retreat Recap

Thank you to the many Commissioners who attended our retreat in August. The retreat was a great opportunity to connect deeper as a Commission and create goals for the upcoming year. Speaking of our goals...

Goals for 2017-2018

Here's a review of our retreat-created goals for the upcoming year:

Project Goals (*to begin most likely with the Voting Stickers project and grow to reach every project, both grants related and in conjunction with the Public Art Work Plan*):

- * Collaboration: Stakeholder analysis, partnership evaluation, consideration of diversity options
- * Outreach: Create talking points for each step in project process, create engagement plan to include community events scheduling and speaker assignments
- * Internal Processes: Create a calendar/timeline

Committee Goals:

- * Grants: Creation of Innovation/Engagement Grant for FY2020
- * Arts Education: will present at September Commission meeting based on discussion on senior experiences, connecting arts organizations with students/teachers, teacher memberships for Alexandria Arts Alliance, etc.
- * Advocacy and Outreach: Creation of talking points for Commissioners to use when speaking with Council members, neighborhood associations, etc.
- * Executive Committee: Evaluate Commissioner roles and job descriptions for Executive Committee Members

Other Boards and Commissions

We discussed getting to know and work with other boards and commissions at our retreat. The first step to this is visiting other boards and attending their meetings to learn more and make connections. Consider attending one of these meetings over the next month so you can play a role as we see what boards might be good working partners for the future! You can find the list of all other boards and commissions here:

<https://www.alexandriava.gov/boards/info/roster.aspx?id=36650>.

Annual Report(s)

This year we have two annual reports. The first is a somewhat mundane report in the format requested by the City Clerk and written by me. The second is our artistic report designed by Allison Nance and coordinated by Gayle Converse. Thank you to Allison and Gayle for your assistance with this beautiful report. I suggest we submit both to City Council for review, and both are before us this evening.

Torpedo Factory Community Engagement Update

As staff and the task force members will update the Commission this evening, the City Manager sent an online survey to local artists regarding the Torpedo Factory Art Center. Community members will be asked to submit paper intercept surveys across the city, and Commissioners can help with this process. The task force will next meet this coming Thursday, September 21st at 6:30pm.

Arts Grant Program Public Hearing

Thank you to all the Commissioners who attended the Public Hearing on the Arts Grant Program last Thursday. Two citizen members spoke to the Commission regarding the grants program and the Commission had a robust discussion on the memo submitted by the Grants Committee. This memo is before us this evening for consideration.

In case you forgot...

Logo Coming Up!

Thank you to Allison Nance for her willingness to take up the Commission logo and prepare a new one for the Commission as we move into advocacy and implementation of the Cultural Plan.

Executive Committee Meetings

Are always open to the public! They are held on the first Tuesday of the month at 7pm at Mt Vernon Recreation Center unless you hear otherwise. Join us sometime!

Social Media Tips

Tweet: Proud to spend the evening improving & enhancing @AlexandriaVA arts grant program to support local arts orgs #arts

Tweet: On today's @AlexandriaVA #Arts Commission agenda: Submitting our Annual Report to @justindotnet @j_chapman99 @Paul_Smedberg @A_Silberberg @TimLovain

Follow: @Americans4Arts, @ArtsActionFund, @aep_arts

MEMORANDUM

DATE: SEPTEMBER 10, 2017

TO: ALEXANDRIA COMMISSION FOR THE ARTS

FROM: GRANTS COMMITTEE OF THE ALEXANDRIA COMMISSION FOR THE ARTS

RE: RECOMMENDATIONS FOR REVISIONS TO THE ARTS GRANT APPLICATIONS

Background

Arts Grants Program Goals

1. To strengthen Alexandria's creative capacity by providing its citizens with diverse opportunities to meaningfully engage with the arts;
2. To improve the capacity and stability of Alexandria-based arts organizations to create, perform, and present works of artistic excellence and innovation through organizational support and program funding;
3. To create a vibrant urban environment by supporting diverse individual artists, organizations, and other entities in the creation, performance, and presentation of works of art across the City of Alexandria.

Brief History

In 2014, the Alexandria Commission for the Arts (ACA) approved a number of changes to how the Arts Grants program was implemented. These changes were outlined in the Grants Implementation Policy (2014). A commitment was made at the time of the policy change to evaluate the implementation of this policy and to make recommendations for refining the process in 2015. In 2015, the ACA made additional minor modifications to the Grants Implementation Policy based on its assessment of the FY2016 Arts Grants program implementation.

These modifications included guidelines on the following:

- Establish a standard formula for allocating grant funds to awardees using their percentage score, and establishing that applicants with scores of 75% or lower would not be funded.
- Task Force Panel Review
 - Update Task Force composition so that panelists have expertise across all arts disciplines reflected in the applicant pool and knowledge of Alexandria community; including external arts experts *and* mandatory participation of ACA commissioners.
 - Eliminate the funding allocation discussion from the panel review. This element is now an ACA discussion and decision, based on Task Force scores.
 - Provide written feedback to applicants at their request
- Improvements to workshops and webinars for both Task Force Review Panel and for the Applicants
- Update goal three of the Arts Program Goals to include the word “diverse”
 - “To create a vibrant urban environment by supporting diverse individual artists, organizations, and other entities in the creation, performance, and presentation of works of art across the City of Alexandria.”

Funding Availability and Impact on Grants Distribution

The City of Alexandria has steadily reduced funds available for grants to arts organizations:

- **FY2009 funding level of \$214,937**
 - City funds available were \$209,937; VCA funds available were \$5,000
 - 39 applicants, requesting \$284,550
- **FY2015 funding level of \$173,941**
 - City funds available were \$168,141; VCA funds available were \$5,000
 - 26 applicants, requesting \$292,082
- **FY2017 funding level of \$175,000**
 - City funds available were \$170,000; VCA funds available were \$5,000
 - 24 applicants, requesting \$230,250
- **FY2018 funding level of \$174,500**
 - City funds available were \$170,000; VCA funds available were \$4,500
 - 28 applicants, requesting \$249,770

This is a 19% reduction in arts grant funding from FY2009 to FY2018.

- The number of applicants has reduced from 39 in FY2009 to 29 in FY2018.
- But the amount requested has remained consistently higher than what the City has provided.

In short, there are increasingly less funds available while the demand for arts funding has remained constant over time.

Grants Committee Suggestions for Changes to FY2019 Application

The Grants Committee recommends the following changes for the upcoming FY2019 Grants Cycle:

→ **Eliminate the Special Opportunity Grant and replace with a Community Engagement Grant**

- ◆ Last year we only received four Special Opportunity Applicants, and only one scored high enough to be funded. The Grants Committee recommends:
 - Setting aside \$5,000 each year
 - Running the Community Engagement Grant on a separate cycle to allow for flexibility
 - Examples: this could include projects such as voting stickers, or we could invite individual artists to submit proposals for community engagement projects, that engage a specific community or population, etc.

→ **Operating Grants and Project Grants to be reviewed by two separate Task Force Panels**

- ◆ Currently all of the grants are compared together (Operating, Program, and Special Opportunity). While there are some outliers, the majority of the highest scores go to the Operating Grants.
- ◆ The Grants Committee recommends the Operating Grants be scored by one panel, and the Project Grant be scored by a different panel.
- ◆ Funding will be allocated to Operating Grants and Project Grants prior to review based on Alexandria grants history, but will be subject to change by the ACA, if appropriate due to changes in the number or quality of applications in either category.

→ **Rename “Program Grant” to “Project Grant”**

→ **Changes to Required Attachments**

- ◆ Full version of the organization’s most recently filed Form 990 (as opposed to the first page only)
- ◆ Eliminate request for In-Kind Donations list. There is a place in the narrative that this can be included if the applicant desires
- ◆ List of Key Personnel with Bios (no resumes, and this is eliminated from the narrative section)

→ **Changes to Application Questions**

- ◆ Streamline each section by eliminating or clarifying some questions, and reorder questions to read more intuitively
- ◆ Major recommended changes include:
 - Eliminate question regarding “SMART” format goals. This question continually seems to confuse some applicants. We will still request information about goals and desired outcomes.
 - Previous grants asked for applicant’s goals to align with the City’s Strategic Plan. Moving forward, applicants will be asked how their organization/project aligns with the City’s Arts and Cultural Plan. These four goals are:
 - Achieve equity, inclusion and access for the arts, cultural, and creative endeavors.
 - Facilitate opportunities for innovation and collaboration.

- Support and foster a sustainable and diverse community of the arts.
- Be a convener and facilitator for artistic and cultural expression.

→ **Better Training for the Task Force Review Panel**

- ◆ More thorough orientation that will include:
 - Detailed explanation of scoring rubric..
 - Example of current issue: Scoring is 1-6, with a 5 being *"Very strong with only a few minor weaknesses"* and minor weakness defined as *"minor weakness defined as an easily addressable weakness that does not substantially lessen artistic quality or impact."*
 - Panelists discuss "minor weaknesses" in application, but still score a 6.
 - We think a more detailed explanation at orientation will help with this.
- ◆ How to read and understand a P&L statement, and other required documents.

Grants Committee's Vision for Future Grant Cycles

The Grants Committee is currently evaluating how the Arts Grants Program aligns with the City's Arts and Culture Plan. We are considering many ways to improve this Program, including the following:

→ **Address Problem areas for grantees**

- ◆ Based on Task Force and Applicant feedback, there are some ongoing problem areas. This is an opportunity for ACA and Office of the Arts to host workshops for grantees throughout the year such as "How to tell your story," "Access and Inclusion," etc.

→ **Grants Process for Professionally run organizations vs. Community-led organizations**

- ◆ Over time the City annually has funded 25-30 organizations
- ◆ Only 7-8 each year are organizations that have more than one full-time staff.
- ◆ The Grants Committee is considering alternative funding structures, such as:
 - Should we allocate funding for community/volunteer-led orgs and not have them compete with the professionally led ones?
 - Should we set aside smaller, general operating support for community led organizations (i.e. \$2-4k) with much simpler mechanism to fund annually?
 - Should we provide institutional support for professional organizations with operating and programmatic grants with increased funding amounts?

→ **Other Granting possibilities**

- ◆ Capacity building and professional development: smaller (possibly quarterly) for small amounts like \$1500 to \$2000, separate from annual grant program
- ◆ Heritage tradition programs: set aside funding for projects that focus on immigrant populations, as 20% of Alexandria residents were not born in the US. Develop programs/give grants to programs that engage and give access, parity, and equity to these underrepresented populations.
- ◆ Risk/Innovation grants: what can be done to encourage risk taking? We're considering larger, \$25-30k grants - no more than one time a year, not expected to go to same group each cycle.

City of Alexandria, Virginia
MEMORANDUM

DATE: SEPTEMBER 16, 2017
TO: ALEXANDRIA COMMISSION FOR THE ARTS
FROM: DIANE RUGGIERO, DEPUTY DIRECTOR RECREATION, PARKS & CULTURAL ACTIVITIES
RE: DUKE STREET TUNNEL CONCEPT PROPOSAL

Background

The City of Alexandria's Department of Planning and Zoning approached the Office of the Arts to commission a new, temporary public art for the Duke Street Tunnel. The goal of the project is to activate the concourse by making it more attractive and pleasing to commuters. The Duke Street Tunnel project is part of the City's Carlyle Vitality Initiative - a program to enhance Carlyle neighborhood's vitality and quality of life by implementing physical and programming enhancements to activate the public realm.

The Duke Street Tunnel was created in 2004 to allow pedestrian traffic to travel between the King Street Metro station and the Carlyle neighborhood. According to City data, an average of 3,000 use the tunnel daily. Most of its users are employees working for organizations and businesses located in the area such as the U.S. Patent and Trademark Office (USPTO) and Motley Fool.

Currently, there is a temporary art installation by Ashley Spencer inside the tunnel that consists of six reproduced maps and six murals depicting scenes of the development of early West End. Prior to the installation of the new artwork, the current installation will be removed and given to the Office of Historic Alexandria to become part of its collection.

The following individuals comprise the project task force:

- Kim Barnes: Community stakeholder (USPTO)
- Katherine Carraway: Project stakeholder (Department of Planning and Zoning)
- Gayle Converse: Commission for the Arts
- Tamsin Green: Commission for the Arts
- Betsy Hannigan: Community stakeholder (Carlyle resident)

The Duke Street Tunnel project is following the City's public art implementation process. In May 2017, Office of the Arts staff released a Request for Qualifications for artists and artist teams living or working in Virginia, Maryland, and the District of Columbia and artist Mike McConnell and artist team ZeroZero Collective were selected for this project and the project budget was increased to accommodate the addition project.

Discussion

In accordance with the contract agreement, ZeroZero Collective submitted their concept proposal (see attachment) which provides the description of the proposed art piece, the artist team's inspiration, and considerations including, but not limited to, the new security system (funded by the Carlyle Community Council), the distance to adjacent buildings, structural ability of the tunnel, infrastructure requirements, and ongoing maintenance. In addition, the artist team took into consideration the future artwork by Mike McConnell which will be placed where the current panels are.

In accordance with City processes, staff presented the artists proposal via an online meeting. The Project Task Force members had a discussion on the appropriateness of the proposed art piece with respect to project goals, the available infrastructure to support the artwork, the durability of the artwork, massing, and installation

timeline. During the conversation, members inquired on specific details of the art piece including but not limited to:

- The sound of bamboo wind chimes
- Decibel level of the wind chimes
- Type of fan being proposed, its energy draw, and proposed location
- What specific colors are proposed
- Maintenance requirements

Most of these questions were answered by Office of the Arts staff. Some questions, such as specific colors and decibel levels will become finalized as the artwork is developed and will be shared with the task force and the Commission.

Recommendation

The Project Task Force recommends approval of ZeroZero Collective's proposed art concept for the Duke Street Tunnel.

Attachment:

ZeroZero Collective concept proposal

Zerozero Collective

Alex Braden, Amy Hughes Braden, Zaki Ghul, Yassine El Mansouri
thisisalexbraden@gmail.com
919-604-8187

12 September 2017

WORKING TITLE: BREEZEWAY

To the Duke Street Tunnel Project Task Force:

Zerozero Collective proposes to transform the Duke Street Pedestrian Tunnel with a durable, sustainable, colorful, motion-activated installation requiring negligible architectural modification and a zero-impact structural footprint. To that end, Zerozero Collective is pleased to offer BREEZEWAY for installation inside the Duke Street Tunnel.

We are mindful that most of the tunnel's pedestrians are daily users who have become accustomed to a specific and unchanging aesthetic over the tunnel's lifespan. With BREEZEWAY we hope to beautify the walkway and embellish the commute of its users without thoroughly disrupting their aesthetic expectations. We are further mindful that this installation needs to last not less than five years, to that end we will employ resilient materials and straightforward technology that require minimal updates, even at extended periods of use. We are also pleased to offer a design that will hopefully complement, rather than compete with, the paintings that will be installed inside along the walls of the tunnel.

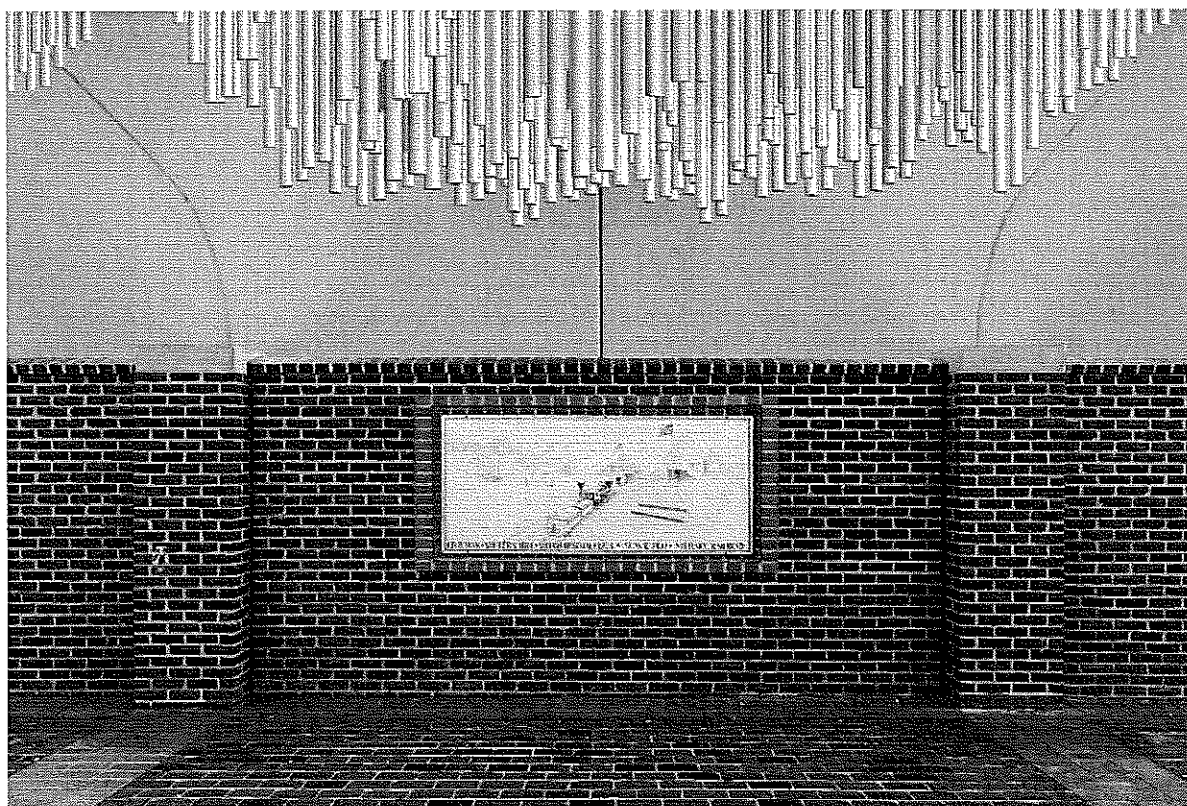
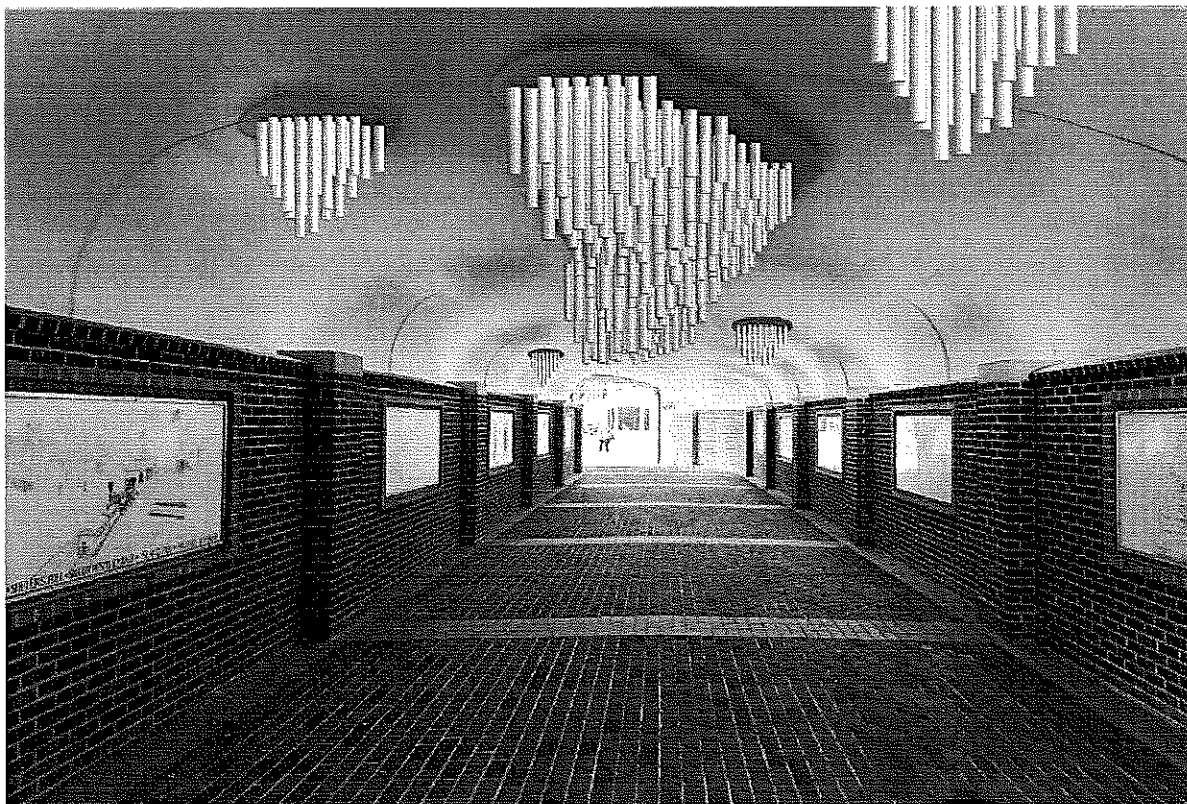
Our goal is to make the usage of this tunnel enjoyable, interesting, pleasing, and even fun for anybody who passes through. With BREEZEWAY we will spruce up the bleak tunnel with bright color, variety, repetition, and motion-activated musical sound; we believe this installation has the potential to be a destination art piece, something that pedestrians will go out of their way to experience.

INSPIRATION

After our time spent in the tunnel, we developed a few thoughts and points of inspiration that informed our design.

STALACTITES

We were immediately drawn to stalactite imagery. In this cavernous, subterranean passageway, we decided that suspending objects from the ceiling could be a natural, even playful approach to this design.



PUBLIC ART PROJECTS

ATTACHMENT #5

Time & Place

Lead Agency

Office of the Arts

Project Scope

Develop a program plan for contemporary public art in historic settings as recommended in the Plan.

Project Budget

\$50,000 for the public art projects

Task Force Members

Beth Coast, Kate Elkins, Liz Williams, Kathy Glennon, Michele Longo, and Carol Reed

Update

All of the projects concluded at the beginning of September.

Next Steps

A final report will be generated and shared with the Task Force.

Anticipated Completion

Completed!



Simpson Park

Lead Agency

Office of the Arts

Project Scope

Add a public artist to the design team to integrate and install public art as part of the playground restoration.

Project Budget

\$30,000 for artist administrative fees, \$65,000 for fabrication and installation, \$5,000 for artist interviews.

\$15,000 for the gate.

Task Force Members

Betsy Hennigan, Michelle Kozlak, Paul Linehan, Laura Fries, Dana Wedeles, and Lardner/Klein

Update

The playground plans are still being reviewed and are expected to go out to bid by late September.

Next Steps

Staff will continue to work with the artists to ensure that the timelines align with the overall project construction.

Anticipated Completion

Spring, FY18

PUBLIC ART PROJECTS, cont'd

Lake Cook

Lead Agency

Office of the Arts

Project Scope

Add a public artist to the design team to integrate and install public art as part of the lake/site restoration.

Project Budget

\$90,000

Task Force Members

Allison Nance, Allison Heck, Stephanie Pankiewicz, Marcy Giannunzio, Umar Shahid, Tafesse Gyes, and Sara DeGroot

Update

Staff has been working with the artist on the continued development of his design. Staff has been attending bi-weekly construction meetings.

Next Steps

Staff will work with the artist and the construction team to develop a timeline for the public art project within the larger construction scope.

Anticipated Completion

Summer, 2018

Trails & Paths, Planning

Lead Agency

Office of the Arts

Project Scope

Develop a plan to implement public art along trails and paths in the city.

Project Budget

\$20,000

Task Force Members

Shirley Downs, Allison Heck

Update

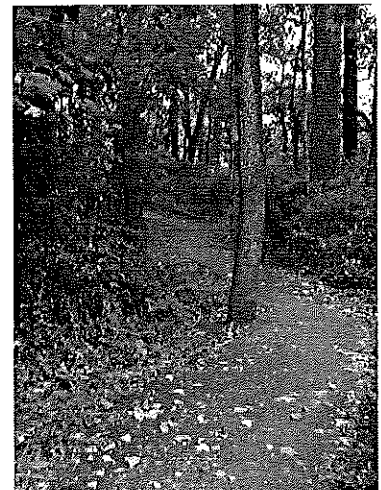
Staff has engaged Todd Bressi and Elisabeth Lardner to lead the planning process.

Next Steps

Work with the consultants and commissioners on the development of a task force.

Anticipated Completion

Ongoing



PUBLIC ART PROJECTS, cont'd

Fitzgerald Square, Planning

Lead Agency

Office of the Arts

Project Scope

Hire a curator/consultant to develop the public art program plan.

Project Budget

\$20,000

Task Force Members

Allison Nance, Susan Cohen

Update

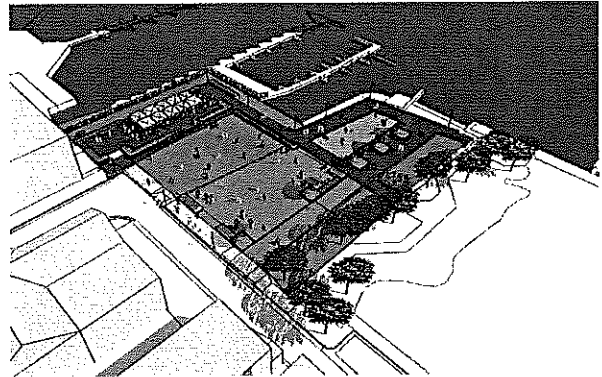
Staff has engaged Meridith McKinley and Todd Bressi to lead the planning process.

Next Steps

Work with the consultants and commissioners on the development of a task force.

Anticipated Completion

Summer/Fall, 2018



Residency, Planning

Lead Agency

Office of the Arts

Project Scope

Hire a curator/consultant to develop a public art artist in residency program with AlexRenew.

Project Budget

\$20,000

Task Force Members

Sara Lavan, Karen Thomas

Update

Staff has engaged Meridith McKinley and Todd Bressi to lead the planning process.

Next Steps

Work with the consultants and commissioners on the development of a task force.

Anticipated Completion

TBD

PUBLIC ART PROJECTS, cont'd

Potomac Yards Metro

Lead Agency

WMATA

Project Scope

Include public art in the new Potomac Yards metro station.

Project Budget

\$250,000

Task Force Members

N/A

Next Steps

Staff is waiting for an update from WMATA regarding the public art and the panel.

Anticipated Completion

TBD

Duke Street Tunnel

Lead Agency

Office of the Arts

Project Scope

Update artwork in the Duke Street Tunnel

Project Budget

\$30,000 (from Carlyle Vitality budget)

Task Force Members

Gayle Converse, Tamsin Green, Betsy Hennigan, Katherine Carraway, and Kim Barnes

Update

During the summer City staff and ZeroZero Collective met on site to review the new security system that will be installed in the tunnel in 2018 in an effort to help provide the necessary information for the artist team to develop their proposal.

On September 14, the Project Task Force met online to review the artist's concept proposal and provide a recommendation.

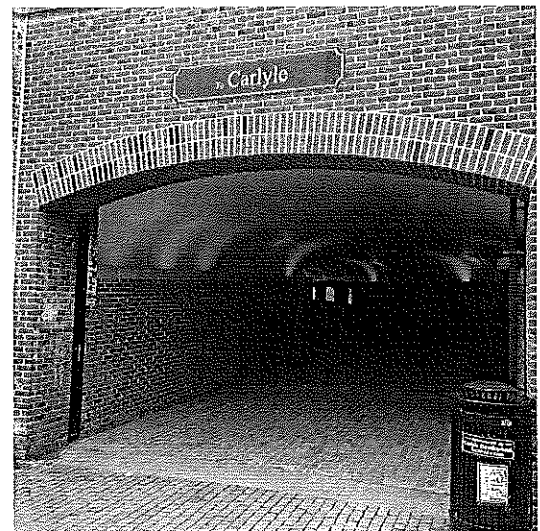
Next Steps

Staff will present the artist team's concept proposal and the task force recommendation to the Arts Commission for approval in September.

Anticipated Completion

Fall, 2017 (ZeroZero Collective)

Spring-Summer, 2018 (Mike McConnel)



PUBLIC ART MAINTENANCE

King Street Gardens Park Artwork

Lead Agency

Office of the Arts

Project Scope

Begin the development of a restoration plan for the artwork.

Update

Office of Environmental Quality (OEQ) has identified funding to help restore the raingarden. Staff has spoken with Buster Simpson (artist) and he is aware of the project.

Next Steps

DPI will design the raingarden to OEQ specifications which will be shared with the artist.

Anticipated Completion

OEQ will set the schedule.

Public Art Condition Assessment

Lead Agency

Office of the Arts

Project Scope

Complete assessment by conservator of the public art collection to develop a public art maintenance plan.

Update

Staff is currently conducting a site inspection of the public artwork collection (public and private). A full conservation assessment will be done in 2018 (every 5 years).

Next Steps

Office of the Arts staff will compile the information and develop a report and database for future reference.

Anticipated Completion

Summer, 2017

PROGRAMS & ACTIVITIES

Grant Program

Lead Agency

Office of the Arts

Project Scope

Administering the City of Alexandria's Arts Grant Program

Committee Members

Allison Nance, Catherine Barrett, Lisa Baranello, Karen Thomas, Mike Detomo, Regan Spurlock

Update

The first payments for FY18 grantees have been sent.

Next Steps

The Grants Committee and staff will continue to work together to bring forward recommendations for the FY19 grant program.

Art Purchase Award

Lead Agency

Office of the Arts

Project Scope

Acquire works of art to be displayed in city buildings such as City Hall and the public libraries.

Task Force Members

Allison Nance, Mike Detomo

Update

The call to artists has been written and reviewed by the task force and will be posted in September, 2017. Staff and task force members are working on recruiting additional task force members.

Next Steps

Issue the call and convene a task force.

Torpedo Factory Art Center Community Engagement Process

Lead Agency

Office of the Arts

Project Scope

The engagement process will develop a set of goals and strategies for the TFAC (phase 1). This will help determine the appropriate governance structure (phase 2) for successful continued operation and long-term sustainability.

Task Force Members

Catherine Barrett, Beth Coast, Antonio Melus, Danielle Romanetti, and Lisa Schumaier

Update

The artist survey has been released and intercept surveys have started.

Next Steps

Staff will work with the task force to develop focus group meetings for October and November.

Save the Date(s)

Puppet Shows @ Durant Arts Center

Saturday, September 23, 10 am and 12 pm

Durant Arts Center

Who doesn't enjoy watching a puppet show? Collaborating with the National Capital Puppetry Guild, the Office of the Arts will present a one hour puppet show.

All tickets are \$5 per person. Children 2 years and younger are free. Children must be accompanied by at least one adult.

Young at Art

August 21 through November 17, 2017

Durant Arts Center

Meet the Artist reception, September 19, 5:30 pm – 7:30 pm

Bagels and Bach

Sunday, October 1, 11 am-1:30 pm

Durant Arts Center

Classical music and brunch, what better way to enjoy a Sunday morning? A variety of local quartets, quintets or sextets will be showcased. The music will be provided by local musicians. Light lunch provided.

All tickets are \$9 per person. Children 5 years and younger are free. Children must be accompanied by at least one adult.

First Friday: Family Art Night

Friday, October 6, 6 pm – 8:30 pm

Durant Arts Center

Do you love to paint? Do you also like to get your hands messy? A professional artist will guide you through a painting of a masterpiece, or creating a mosaic trivet. Patrick Kirwin, artist leading mosaic session. Teresa Brunson, artist leading painting session. Light refreshments provided.

All tickets are \$9 per person. Children 5 years and younger are free. Children must be accompanied by at least one adult.

Friday Evening Chamber Concert Series

Friday, October 13, 7:30 pm – 9 pm

Durant Arts Center

In partnership with the Office of the Arts and the Symphony Orchestra of Northern Virginia chamber music concerts ranging from string quartets and woodwind ensembles, to piano and voice recitals and instrumental duets will be showcased. Treat yourself to some of the best chamber music the region has to offer, at an affordable price, in a convenient location.

All tickets are \$15 per person. Children 5 years and younger are free. Children must be accompanied by at least one adult. To purchase tickets visit <http://bit.ly/2vSKXRd>

Puppet MakerFEST

Saturday, October 14, 11 pm – 3 pm

Durant Arts Center

Puppets, marionettes and so much more will be created throughout the day. Bring your creative ideas for a puppet you wish to create. The Puppet MakerFEST is a collaboration between the Office of the Arts and the National Capital Puppetry Guild. Master puppeteers will hold puppet-making workshops and will host two puppet shows throughout the day. All tickets are \$5 per person. Children 2 years and younger are free.

Children must be accompanied by at least one adult. To purchase tickets visit <http://bit.ly/2vSKXRd>

Save the Date(s), cont'd

Capital Puppetry Slam

Saturday, October 14, 7 pm – 11 pm

Durant Arts Center

Puppeteers, do you want to try-out some new works and obtain feedback from other puppeteers? Participate in the inaugural Capital Puppetry Slam sponsored in collaboration with the National Capital Puppetry Guild and the Office of the Arts. All tickets are \$10. Adult material may be presented.

Alexandria International Festival 2017

Saturday October 21, 1-7 p.m.

Waterfront Park

This is the 3rd Annual Alexandria International Festival celebrating multiple cultural heritages with activities including dance, music, international cuisine, world arts and craft market, exhibitors and more. Be sure to bring your blanket or chairs so you are comfortable during the featured presentation in a beautiful Waterfront setting.

Task Force & Committee Roster

Simpson Park Public Art

1. Vacant (Arts Commissioner)
2. Michelle Kozlak*
3. Elisabeth Lardner (project stakeholder)
4. Dana Wedeles (project stakeholder)
5. Laura Fries (comm. stakeholder)
6. Paul Lineham (comm. stakeholder)

Time & Place

1. Kate Elkins*
2. Beth Coast*
3. OHA staff (project stakeholder)
4. Kathy Glennon (comm. stakeholder)
5. Carol Reed (comm. stakeholder)

Lake Cook

1. Allison Nance*
2. Allison Heck*
3. DPI & SWM (proj. stakeholder)
4. Stephanie Pankiewicz (comm. stakeholder)
5. Marcy Giannunzio (comm. stakeholder)

Artist Residency (AlexRenew)

1. Karen Thomas*
2. Sara Lavan*
3. Alex Renew Staff (proj. stakeholder)
4. TBD (comm. stakeholder)
5. TBD (comm. stakeholder)

Education Committee

1. Beth Coast*
2. Kate Elkins*
3. Michelle Kozlak*
4. Suzie Cohen*
5. Shirley Downs*
6. Kelly Organik
7. Joan Singer

TFAC Community Engagment

1. Catherine Barrett*
2. Beth Coast*
3. Lisa Schumaier (Project Stakeholder)
4. Danielle Romanetti (Community Stakeholder)
5. Antonio Melus (Community Stakeholder)

Advocacy & Outreach

1. Gayle Converse*
2. Allison Nance*
3. Allison Heck*
4. Amber Gordon*
5. Betsy Hennigan*
6. Shirley Downs*
7. Mike Detomo*
8. Sarah Bobbin*

Grants Committee

1. Allison Nance, Chair*
2. Catherine Barrett*
3. Lisa Baranello*
4. Mike Detomo*
5. Karen Thomas*
6. Regan Spurlock

Trails & Paths

1. Shirley Downs*
2. Allison Heck*
3. TBD (project stakeholder)
4. TBD (community stakeholder)
5. TBD (community stakeholder)

Duke Street Tunnel

1. Gayle Converse*
2. Tamsin Green (Arts Commissioner)
3. Katherine Carraway (project stakeholder)
4. Betsy Hennigan (community stakeholder)
5. Kim Barnes (community stakeholder)

Waterfront/Fitzgerald Square Public Art

1. Susie Cohen*
2. Allison Nance*
3. TBD (project stakeholder)
4. TBD (community stakeholder)
5. TBD (community stakeholder)

Waterfront Commission Liaison

1. Susie Cohen*

Alexandria Arts Alliance Liaison

1. Amber Gordon*

*Arts Commissioner